

ABSTRACT OF THE DISCLOSURE

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The present invention is directed to an e-commerce outsourcing system and method that provides hosts with transparent, context sensitive e-commerce supported pages. The look and feel of a target host is captured for future use. The look and feel is captured by receiving the identification of an example page on the target host, retrieving the page, identifying the look and feel elements of the identified page and storing the identified elements. The host is provided with links correlating the host with a link for inclusion within a page on the host website for serving to a visitor computer, wherein the provided link correlates the host website with a selected commerce object contextually related to material in the page. The commerce object can be a product, a product category or a dynamic selection indicator. Upon activation of the provided link, the visitor computer is served with an e-commerce supported page with the look and feel of the host website associated with the activated link and with content based upon the commerce object associated with the activated link. Where the commerce object is a dynamic selection indicator the content is selected at the time of activation based upon an analysis of the page containing the activated link.